



# FAMILY HEALTH & DISEASE CONTROL **Annual Report** **2019**



Healthy Choices. Healthy People. Healthy Communities.



# ACKNOWLEDGMENTS

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## INTRODUCTION

The Family Health and Disease Control Division (FHDC) works collectively to improve the health and quality of life for Davis County residents. This division brings together a variety of programs that not only benefit the individual, but also their family and community. Services provided range from health education and disease prevention to screenings, nutrition counseling, administration of vaccines, nurse home visits and disease tracking and treatment.

Programs within the FHDC Division strive to align activities with the current community health priorities:

**SUICIDE**  **ADVERSE CHILDHOOD EXPERIENCES & TRAUMA**  **OPIOIDS**

Working closely with our medical and community partners, efforts are targeted to reach those needing services that will improve health outcomes and overall wellness. There are four bureaus within the division:

- **Communicable Disease & Epidemiology Bureau**
  - **Immunization Bureau**
  - **Maternal and Child Health Bureau**
  - **Women, Infants and Children Bureau**

The FHDC Division staff fully support the mission of the health department and ensure best practices are applied to each program provided.

This 2019 report summarizes the bureaus' accomplishments and goals set forth for the new 2020 year.

## 2019 DIVISION IMPACTS

- Completed two years of wellness events focused on the CDC Worksite Health Scorecard to improve the health and wellness of division staff
- Collaboratively promoted the importance of immunizations across the lifespan
- Enhanced communication with community partners
- Utilized customer/stakeholder satisfaction survey results to improve and guide program activities
- Coordinated staff cross-training into various programs to better support program needs
- Developed new processes that improved the effectiveness and efficiency of services

### Davis County Health Department Mission

**PROMOTE AND PROTECT THE HEALTH AND WELL-BEING OF DAVIS COUNTY RESIDENTS AND THEIR ENVIRONMENT**

# FAMILY HEALTH & DISEASE CONTROL DIVISION EMPLOYEES



## 2020 DIVISION GOALS

- Continue staff development and position cross-training to ensure a competent and prepared workforce
- Maintain a culture of performance management and develop a system for accurate and timely monitoring
- Implement new health department branding strategies throughout division programs
- Enhance partner engagement to better support the community
- Incorporate quality improvement processes to achieve measurable improvements
- Establish stronger partner/stakeholder communications
- Continue efforts to support and align with the health department strategic plan
- Strive to find new and innovative ways to reach populations in need within the county
- Integrate data, health equity, prevention, health in all policies and advocacy throughout all programs administered within the FHDC Division

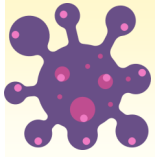
# 2019

## AT A GLANCE



This division brings together a variety of programs that not only benefit the individual, but also their family and community. Services provided range from health education and disease prevention to screenings, nutrition counseling, administration of vaccines, nurse home visits and disease tracking and treatment.

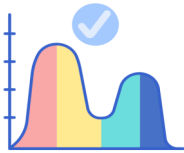
## COMMUNICABLE DISEASE &amp; EPIDEMIOLOGY



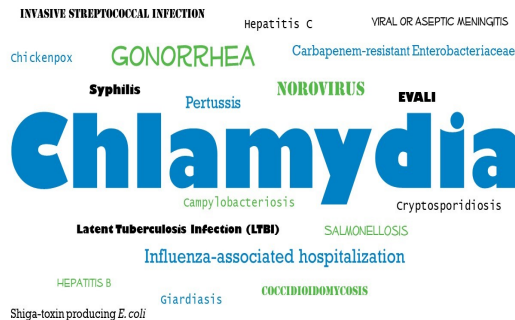
**2,461** Reportable diseases reported in Davis County

**1st**

Initiated Surveillance Rounds in Davis County



## TOP REPORTED DISEASES IN DAVIS COUNTY IN 2019



**127**

persons identified with e-cigarette, or vaping, product use-associated lung injury (EVALI) in Utah. Davis County accounted for 13 cases.

## IMMUNIZATION BUREAU

**13,168 VACCINES ADMINISTERED**



**1,378**  
TRAVELERS  
SERVED

**5,050** CLIENTS RECEIVED FLU VACCINE

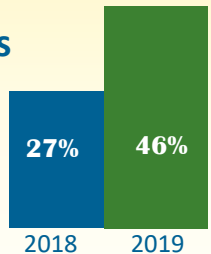


↑ CLINIC HOURS + ↓ CLINIC FEES = MEETING COMMUNITY NEEDS

HPV VACCINATION RATE IN

ADOLESCENTS

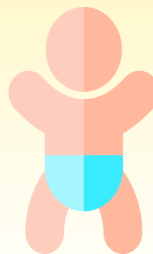
INCREASED



## MATERNAL &amp; CHILD HEALTH BUREAU

**ASQ**  
Ages & Stages Questionnaires<sup>®</sup>  
Nurses performed **3,586** ASQ assessments

**66** infants evaluated and linked to services in PRE-NATAL TO FIVE PROGRAM



**1,770**  
**ACEs**  
(ADVERSE CHILDHOOD EXPERIENCES & TRAUMA)  
**Resources Distributed**

POSTPARTUM MENTAL HEALTH

**825** Depression screenings were performed

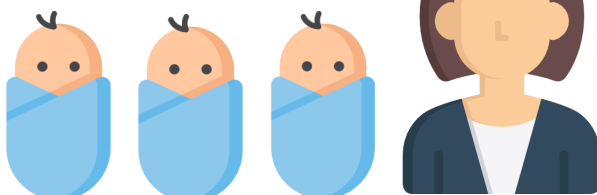


## W.I.C. BUREAU

**4,439** Participants were served at Davis County WIC per month

~ **3 out of 4**

Participants are infants and children under five



**25** LOCAL GROCERY STORES ACCEPT WIC VOUCHERS  
**\$2,299,121** SPENT AT THESE STORES THROUGH DAVIS COUNTY WIC

## BREASTFEEDING



**85%**

WIC moms start out breastfeeding

**38%**

WIC moms breastfeed for 6 months

**22%**

WIC moms breastfeed for 1 year



# COMMUNICABLE DISEASE & EPIDEMIOLOGY (CD/EPI) BUREAU

The Communicable Disease & Epidemiology (CD/Epi) Bureau primarily works to control and prevent the occurrence and spread of communicable diseases. This is accomplished through four main program areas: (1) Disease Surveillance, (2) Sexually-Transmitted Disease & Human Immunodeficiency Virus, (3) Infectious Disease, and (4) Tuberculosis Control.

## DISEASE SURVEILLANCE PROGRAM

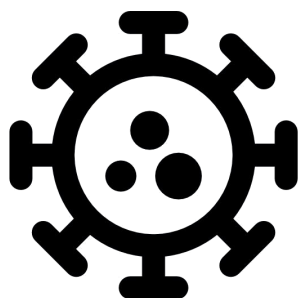
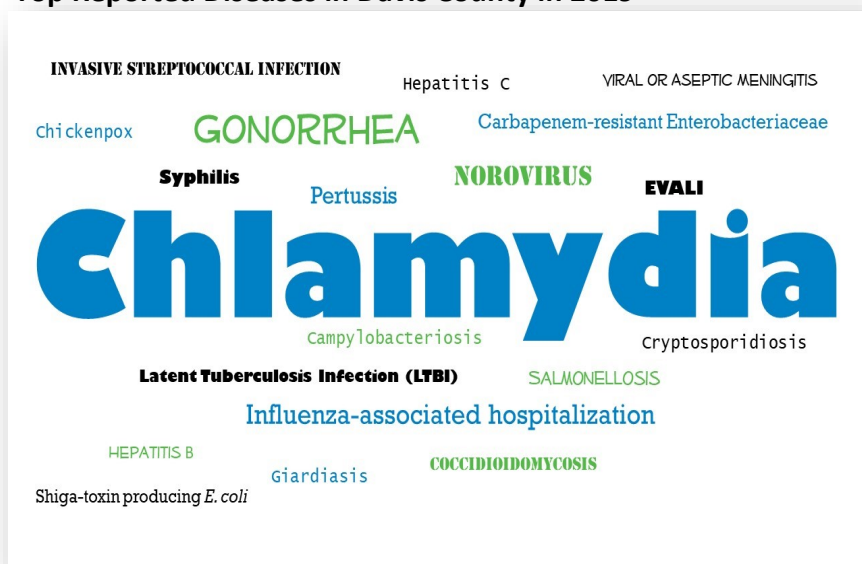
Davis County Health Department received a total of **2,461** disease reports during 2019. The majority of cases continue to be sexually-transmitted diseases.

In an effort to enhance community partnerships, CD/Epi implemented quarterly *Surveillance Rounds*. This new coalition brings infection preventionists from local hospitals and clinics together to discuss current disease rates, new and emerging illnesses, and any other pertinent information. Thus far, the feedback from group participants is positive. In 2020, CD/Epi plans to expand this coalition to include other community partners.

Other goals for 2020 include:

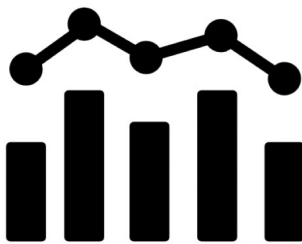
(1) improving communication (particularly urgent information) among Davis County's healthcare community and (2) enhancing school absenteeism surveillance. CD/Epi plans to enlist the help of several interns to accomplish these objectives.

### Top Reported Diseases in Davis County in 2019



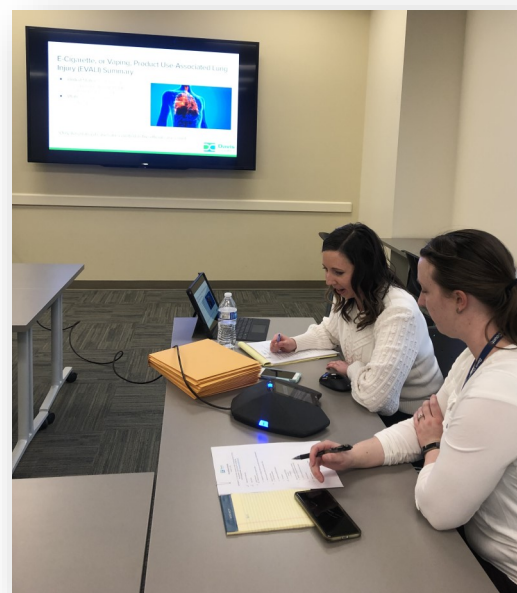
**2,461**

reportable diseases  
reported in Davis  
County during 2019



**1st**

*Surveillance Rounds*  
initiated in 2019



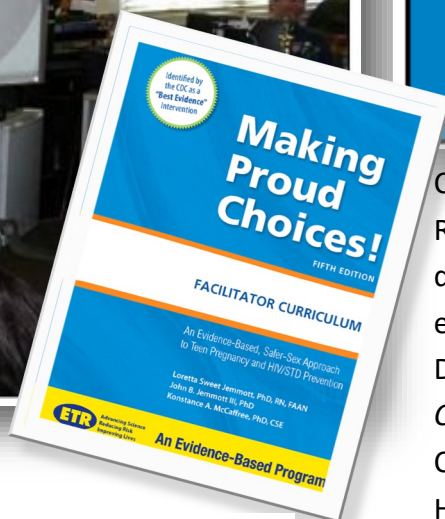
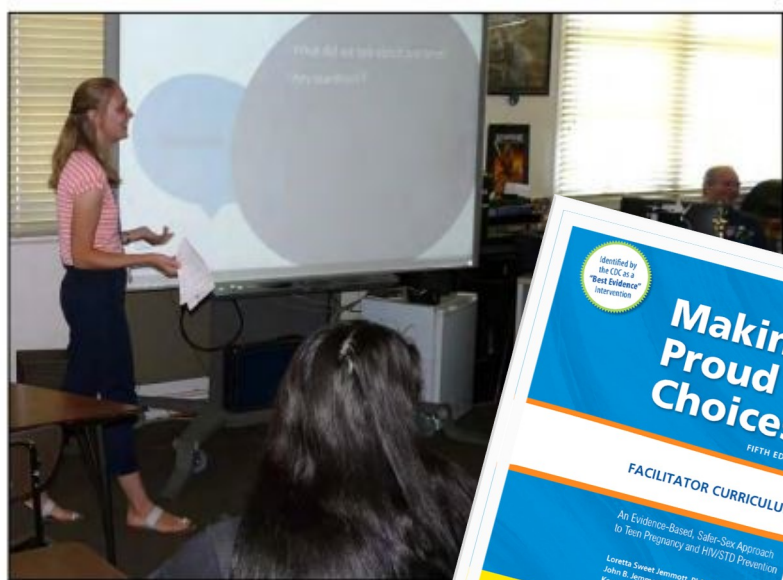
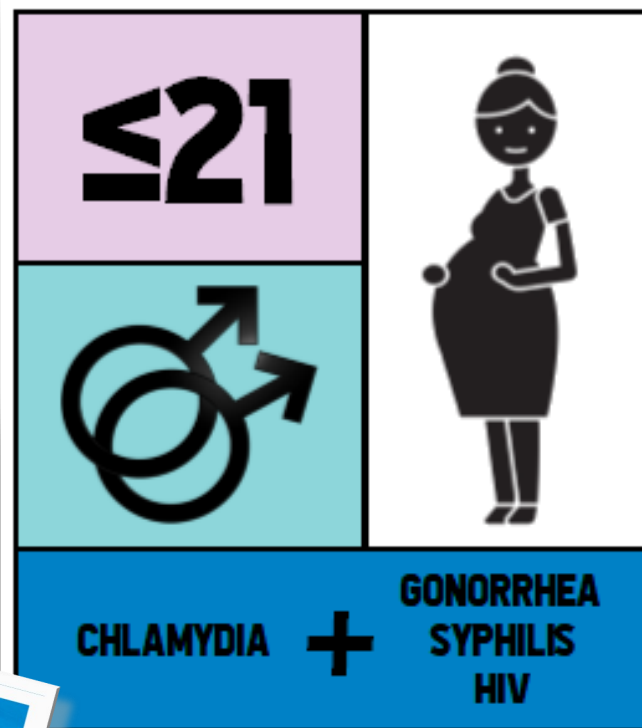


# COMMUNICABLE DISEASE & EPIDEMIOLOGY (CD/EPI) BUREAU

## SEXUALLY-TRANSMITTED DISEASE (STD) AND HUMAN IMMUNODEFICIENCY VIRUS (HIV) PROGRAM

Davis County continues to carry a large burden of sexually-transmitted disease (STD). Beginning in 2019, the investigation of chlamydia cases was no longer required. As a result, CD/Epi now only investigates high-risk patients. In 2019, 619 (53.6%) of the 1,155 reported chlamydia cases in Davis County were investigated. During 2020, CD/Epi plans to analyze these changes to ensure patients who did not receive public health services received appropriate care from their own clinician.

### CD/Epi's Chlamydia Investigation Criteria:

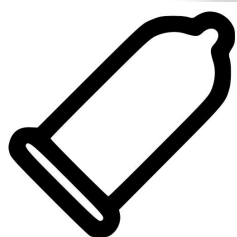


CD/Epi received funding through the Personal Responsibility Education Program (PREP) during 2019 to provide sexual health education to youth and teens in Davis County. During 2019, CD/Epi taught *Making Proud Choices!* to over 300 youth and teens at Clearfield Job Corps Center and Mercy Housing. This curriculum provides adolescents with the knowledge, confidence, and skills necessary to reduce their risk of sexually transmitted diseases, HIV, and pregnancy by abstaining from sex or using condoms if they choose to have sex. There is hope to expand this program into school settings, if possible. To get a head start, CD/Epi is creating an online course that students (and their parents) can complete to address pornography, sexting, and other digital health issues affecting adolescents.



**308**

students completed *Making Proud Choices!*



**63%**

of participants who had not previously used condoms increased in their intention to regularly use condoms.

# COMMUNICABLE DISEASE & EPIDEMIOLOGY (CD/EPI) BUREAU

## INFECTIOUS DISEASE PROGRAM



CD/Epi continues to investigate enteric, vaccine-preventable, vector-borne/zoonotic, and invasive diseases. However, in 2019, a new and concerning health condition, *e-cigarette, or vaping, product use-associated lung injury (EVALI)* was identified. Over 125 cases of EVALI were identified in Utah, with Davis County accounting for 13 cases. CD/Epi participated in the outbreak investigation by investigating several suspect cases and educating the community. Information obtained from the outbreak investigation helped identify the source of the illness: THC-vaping products adulterated with vitamin E acetate.



127

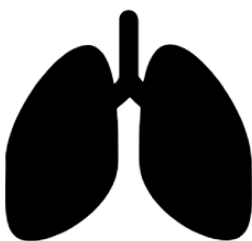
persons identified with  
*e-cigarette, or vaping,  
product use-associated lung  
injury (EVALI)* in Utah in  
2019

## TUBERCULOSIS CONTROL PROGRAM

The Tuberculosis (TB) Control Program continues to prevent, control and eliminate TB disease through targeted testing, consultation, and efficient contact investigations.

During 2019, CD/Epi investigated three new cases of active tuberculosis disease (ATBD), two of which began treatment. One patient has successfully completed treatment and one is nearing completion. All three cases were born outside of the United States, and thus at a higher risk for developing TB disease.

CD/Epi also investigated 88 individuals for Latent Tuberculosis Infection (LTBI). People with LTBI have no symptoms and cannot spread TB to others. However, without treatment, 1 in 10 people with LTBI may develop ATBD.



3

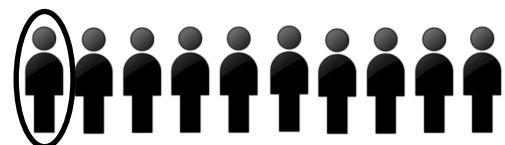
persons identified with  
ATBD in Davis County



100%

of ATBD cases in Davis  
County were foreign-born

In 2020, CD/Epi plans to expand existing TB resources and forms at DCHD to include more diverse languages—hoping to provide more culturally-appropriate and sensitive care to patients.



1 IN 10 WITH LATENT TB INFECTION MAY DEVELOP  
ACTIVE TUBERCULOSIS DISEASE IF NOT TREATED

# COMMUNICABLE DISEASE & EPIDEMIOLOGY (CD/EPI) BUREAU

## 2019 BUREAU IMPACTS

- Implemented Surveillance Rounds to foster relationships and efforts in disease transmission with local infection preventionists
- Carried out sexual health education programs among Davis County adolescents
- Prioritized STD investigations
- Provided more culturally-sensitive TB investigations
- Kept up on new and emerging infectious disease, such as EVALI
- Updated and/or created new Standard Operating Procedures (SOPs) for each program or service
- Created a personalized Performance Management system to evaluate progress and make plans for future growth



## 2020 BUREAU GOALS

- Improve communication among Davis County's healthcare community
- Expand school absenteeism surveillance
- Develop sexual health education programs to school settings
- Advance performance measures through targeted quality improvement



# IMMUNIZATION (IMMS) BUREAU

The mission of the Immunization Bureau is to decrease vaccine-preventable diseases through vaccination, education, advocacy and partnerships.

## INFANTS AND CHILDREN



**1,605**  
Children  
Served

The Vaccine for Children (VFC) Program is a federal program funded by the Centers for Disease Control and Prevention (CDC) and administered by Davis County Health Department (DCHD). It provides vaccines at low/no-cost to children who might not otherwise be vaccinated because of inability to pay. DCHD administered 3,465 vaccines to qualified children in 2019.

Efforts were made in 2019 to ensure that at least 50% of those infants  $\leq 24$  months of age who utilize the DCHD immunization clinics were up-to-date on their needed vaccines.

### VFC CLIENT ELIGIBILITY CRITERIA:

- Children birth through 18 years of age
- Medicaid & CHIP eligible
- Un-insured: A child who has no health insurance coverage
- American Indian or Alaska Native
- Under-insured (insurance does NOT cover immunizations)

### Vaccines for Children

Protecting America's children every day



The Vaccines for Children (VFC) program helps ensure that all children have a better chance of getting their recommended vaccines. VFC has helped prevent disease and save lives.

CDC estimates that vaccination of children born between 1994 and 2018 will:

prevent **419 million** illnesses  
(26.8 million hospitalizations)

more than the current population of the entire U.S.A.

help avoid **936,000** deaths

greater than the population of Seattle, WA

save nearly **\$1.9 trillion** in total societal costs  
(that includes \$400 billion in direct costs)

more than \$5,000 for each American



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention

[www.cdc.gov/features/vfcprogram](http://www.cdc.gov/features/vfcprogram)

## CHILDREN AND ADOLESCENTS

Utah's School Entry Immunization Rule sets minimum immunization requirements for attendance at regulated child care programs, public and independent K-12 schools and colleges to protect students, staff and visitors against vaccine-preventable diseases.

The CDC recommends immunizations to prevent 14 diseases in young children. The CDC's Advisory Committee on Immunization Practices (ACIP) currently recommends that adolescents receive four vaccines:

- Tdap (tetanus, diphtheria, and acellular pertussis)
- Human Papillomavirus (HPV)
- Meningococcal Serogroup A,C,W,Y (MenACWY)
- Influenza

Each of these vaccines are offered at all DCHD clinics.

**BACK TO SCHOOL**

**Health & Safety Checklist**

- ☐ Schedule a medical, eye, and ear exam for your child
- ☐ Help kids stay active and ready to learn
- ☒ Get kids up to date on recommended vaccines
- ☐ Help kids make healthy food choices daily
- ☐ Learn special tips on getting kids to school safely
- ☐ Get the facts on school and youth violence prevention
- ☐ Are your kids playing sports at school? Know your Concussion ABCs

**ABC**

[www.cdc.gov](http://www.cdc.gov)



# IMMUNIZATION (IMMS) BUREAU

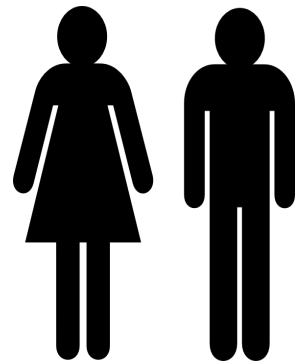
## ADOLESCENTS & TEENS

About 14 million Americans, including teens, become infected with Human Papillomavirus (HPV) each year. While most HPV infections will go away on their own, infections that don't go away can cause certain types of cancer:

- Cervix, vagina and vulva in women
- Penis in men
- Anus and back of the throat, including the base of the tongue and tonsils in both women and men

HPV is a vaccine-preventable disease. Therefore, DCHD along with several other community members continue to promote the importance of protecting our youth and teens BEFORE an HPV exposure occurs.

In 2019, DCHD focused efforts on increasing parental awareness of HPV and provided **12** outreach clinics at junior high schools to assist with accessibility and convenience. **250** students were served at these events.



**19%**

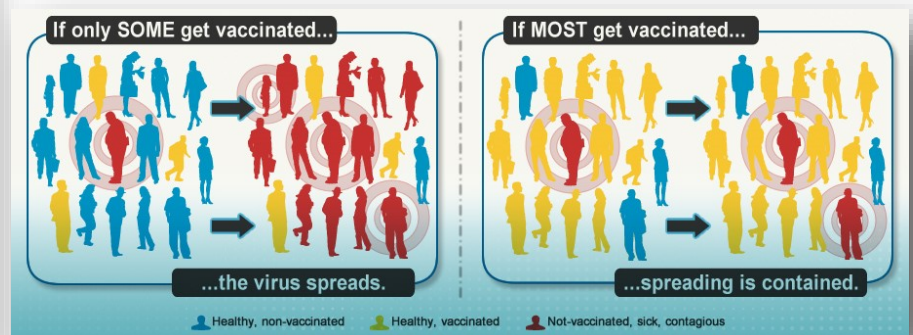
Increase in HPV vaccinations among 13-17 yr. olds through DCHD clinics

## ADULTS & SENIORS

**All adults need immunizations to help prevent getting and spreading serious diseases that could result in poor health, missed work, medical bills or not being able to care for family.**



Adult vaccines are available at any of the DCHD immunization clinics. As parents/caregivers brought children in for routine vaccinations, staff took time to address the importance of adult vaccinations as well. By staying up-to-date on adult immunizations, a herd immunity benefits all community members, especially those at highest risk (infants and elderly).



**5,588** adults (19+) were vaccinated through Davis County Immunization clinics in 2019

# IMMUNIZATION (IMMS) BUREAU

## INFLUENZA CLINICS

In 2019, the Immunization Bureau held several flu clinics in the community. In addition to the flu vaccine, pneumococcal, TDAP, and zoster vaccines were made available.

The flu outreach efforts included a long-standing partnership with Hill Air Force Base (HAFB) to help provide protection for their civilian population.

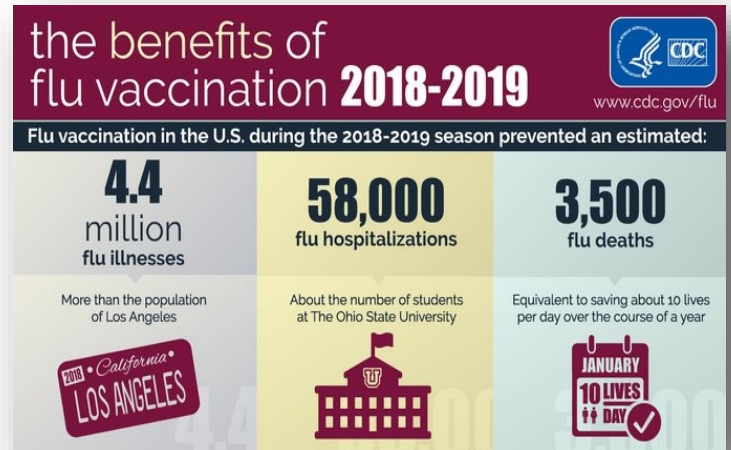
- **21** onsite flu clinics were conducted at HAFB.
- **2,415** doses of flu were administered at HAFB.
- **24** additional flu clinics were provided in the community.



**45** Flu outreaches

**5,050** flu vaccines given

**2,415** vaccinated at HAFB



## INTERNATIONAL TRAVEL CLINIC

The International Travel Clinic offers counseling and immunization services for individuals planning on travelling outside of the USA.

Staff promotes awareness of possible communicable disease risks of travel and provides prevention education. Information is provided according to the country/region of travel and the required and/or recommended vaccines are administered.

Travel vaccines such as yellow fever, typhoid fever, cholera, Japanese encephalitis, rabies, polio, hepatitis A, and meningococcal are available, as well as other routine vaccines.

Davis County is one of the few local health departments who are authorized to administer the yellow fever vaccine.





# IMMUNIZATION (IMMS) BUREAU

## 2019 BUREAU IMPACTS

- **8,186** clients served through the Immunization clinics (onsite and outreach locations)
- **13,168** vaccines administered plus 3,465 VFC doses (21% increase from 2018)
- Expanded clinic hours were implemented to better serve community needs
- Developed and implemented a new hire Induction Training program
- Used multiple communication methods to inform, educate and empower residents on the importance of immunizations and to help aid in the scheduling of appointments
- Utilized Utah State Immunization Information System (USIIS) to review client vaccine history and prevent missed opportunities
- Implemented new operating procedures to reduce data entry errors



## 2020 BUREAU GOALS

- Commit to continuous quality improvement through systematic assessment, implementation and evaluation of actions to improve health
- Modify work flow processes to reduce data entry errors to less than 5%
- Conduct a quality improvement project to increase the efficiency and effectiveness of the International Travel Clinic
- Apply intervention actions to prevent missed opportunities during clinic visits
- Enhance staff knowledge to assist in the education of all clients in order to improve vaccination rates in Davis County
- Expand community engagement through participation in several vaccine initiatives including the early administration (age 9) of HPV vaccine
- Work with licensed daycares, dentists, pediatricians and schools to increase annual influenza vaccination rates

# MATERNAL & CHILD HEALTH (MCH) BUREAU

The Davis County Health Department Maternal & Child Health (MCH) Bureau consists of a group of programs for low-income families (mainly Medicaid recipients). These programs promote and improve the physical and mental health, safety, and well-being of women and children in Davis County. Services are dedicated toward infant/children birth to four years old and pregnant/postpartum women. Staff are able to conduct assessments, identify risks/needs, provide referral services and serve as a liaison between the client and community resources.

- Targeted Case Management (TCM)
- Baby Your Baby
- Early and Periodic Screening, Diagnostic and Treatment (EPSDT)
- Prenatal to Five



**4,000+**  
home visits/  
assessments were  
conducted

## TARGETED CASE MANAGEMENT (TCM)

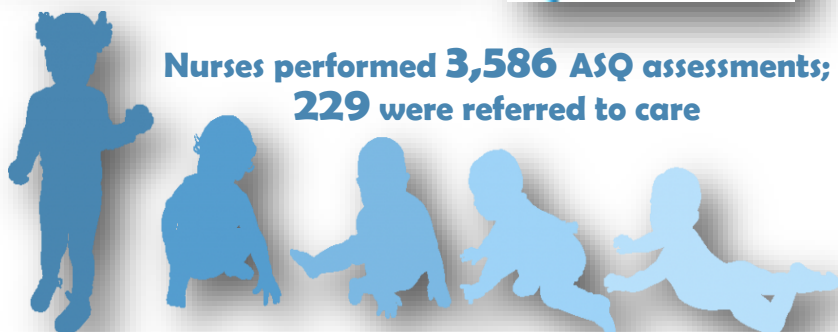


Targeted Case Management is a visitation program that provides specialized visits by a registered nurse to children on Medicaid from birth to four years of age. Nurses assist families in gaining access to medical, social and other services, as well as provide education on a variety of health topics. Through face-to-face and/or telephone contact, nurses provide services by obtaining a medical history, conducting a needs assessment, developing a care plan (when needed), and assisting with access to services. Follow up contacts are made as needed.



Ages and Stages Questionnaires (ASQs) are completed for visited children over four months of age to assess developmental growth. In 2019, efforts were focused on revisiting those, who upon initial assessment, had delays and/or other areas of concern. These clients were then linked to appropriate care. These follow-up visits helped the nurses reiterate the importance of early intervention and also provided opportunities to identify new and developing needs.

**Nurses performed 3,586 ASQ assessments;  
229 were referred to care**



# MATERNAL & CHILD HEALTH (MCH) BUREAU

## SHAKEN BABY EDUCATION



The Letters in **PURPLE** Stand for

<b>P</b>	<b>U</b>	<b>R</b>	<b>P</b>	<b>L</b>	<b>E</b>
<b>PEAK OF CRYING</b>	<b>UNEXPECTED</b>	<b>RESISTS SOOTHING</b>	<b>PAIN-LIKE FACE</b>	<b>LONG LASTING</b>	<b>EVENING</b>
Your baby may cry more each week, the most in month 2, then less in months 3-5	Crying can come and go and you don't know why	Your baby may not stop crying no matter what you try	A crying baby may look like they are in pain, even when they are not	Crying can last as much as 5 hours a day, or more	Your baby may cry more in the late afternoon and evening

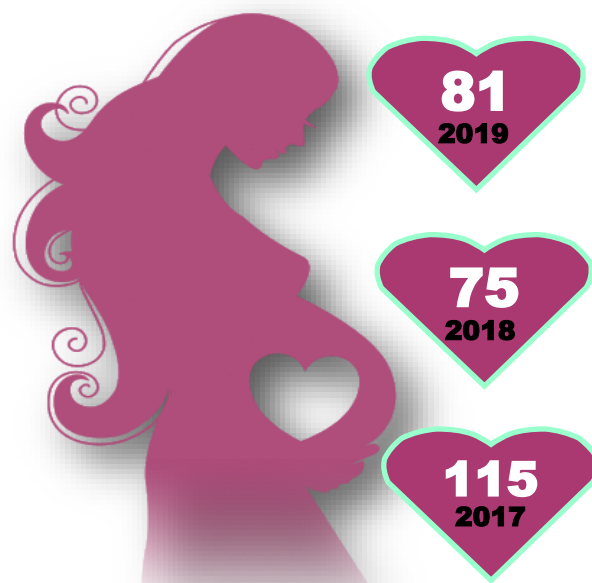
The Period of PURPLE Crying Program is designed to help parents of new babies understand a developmental stage that is not widely known. It provides education on the normal crying curve and the dangers of shaking a baby. The program also helps to create a cultural change on how parents, caregivers and the community understand the normalcy of early infant crying and the dangers of reacting to an infant's cry. The acronym PURPLE helps describe some of the crying periods that can be expected.

During the first six months of 2019, the MCH staff continued to implement this tool during home visits and interactions with family members who have newborns/young infants. Through a special grant that began in 2018, staff were able to provide parents with an educational booklet and access to a phone app that would provide information on the aspects of crying, strategies on how best to cope with prolonged crying, and tips on when crying is not normal. Approximately **162** parents were provided this service in 2019.

## BABY YOUR BABY

Baby Your Baby program is a short-term prenatal program for pregnant women that meet certain criteria. If requirements are met, temporary prenatal coverage is provided for outpatient prenatal medical services while the mother is applying for continuing coverage through Medicaid. The Baby Your Baby program encourages expectant mothers to see their health care provider before the 13th week of pregnancy. Going to a health care provider early and often will help ensure a healthier pregnancy and newborn.

Since Medicaid enrollment was made available online, Davis County continues to see significant decline in women utilizing the in-person Baby Your Baby visits through the health department. The in-person visit is invaluable due to the additional education, consultations, and referral services provided during the visit.



**BYB clients served 2017-2019**



# MATERNAL & CHILD HEALTH (MCH) BUREAU

## EARLY & PERIODIC SCREENING, DIAGNOSTIC AND TREATMENT (EPSDT)



The EPSDT program is part of the Utah Medicaid services for infant/children ages 0-4. The purpose of the program is to find and treat health problems early so that children can have the best health and development outcomes possible.



**~ 140**  
Referrals weekly for infants  
& children who are behind  
on well-child checks

### EPSDT

**EARLY:** Checking and identifying problems early

**PERIODIC:** Examining children's health at regular or periodic, age-appropriate intervals

**SCREENING:** Providing physical, mental, developmental, dental, hearing, vision and other screening tests to detect potential problems

**DIAGNOSTIC:** Performing special or specific tests to follow up when a risk is identified

**TREATMENT:** Controlling, correcting or reducing health problems found.



Davis County receives information weekly on approximately 140 EPSDT-eligible children who are overdue for well-child visits. Contact is made by phone or letter reminding parents of these important visits. Assistance with provider lists, transportation information and other barriers to attending well-child visits are addressed. During the phone contact, preventative dental visits are also discussed.

## PRENATAL TO FIVE

The Prenatal to Five program provides a nurse visit and assessment for high-risk infants/children who are referred to public health by hospitals, physicians or other community agencies. Referrals are made when there is a concern that places the infant/child at risk such as prematurity, birth defects, failure to thrive, and home stability. Education, needed resources and referrals are provided to the families. Through this program, referring agencies and parents are reassured and now have a resource to connect with for questions/concerns.



**66**

Infants were referred, evaluated and linked to needed services



# MATERNAL & CHILD HEALTH (MCH) BUREAU

## 2019 BUREAU IMPACTS

- During home visits, MCH staff incorporated Adverse Childhood Experiences (ACEs)/Resilience assessments and education and resources to parents/caregivers. **1,770** information packets/self screening tools on ACEs and Resiliency were provided.
- Awareness of opioid addiction and postpartum pain management was assessed with each woman who had recently delivered a baby. **353** women were assessed and referred for intervention care when appropriate.
- CDC data shows that 11-20% of postpartum women in the US experience depression. To help with the early identification and quick referral to intervention services, a depression screening was offered to women who recently delivered (with infants  $\leq$  four months of age). **825** depression screenings were administered.
- Developmental milestones are assessed during home visits to infants and children  $\leq$  four years of age. Results of the assessment are reviewed with the parents and those who are showing delays are linked to services to help support the developmental needs. **3,586** developmental screenings were performed and **229** infants/children were referred to care.



## 2020 BUREAU GOALS

- Develop and improve bureau work flow to better serve Davis County residents who could benefit from home visiting services and referrals
- Assess pregnant and postpartum women for dental needs. Follow up with those referred to ensure completion of care
- Improve data collection tools and analysis to gain a clearer understanding of the MCH community needs
- Identify adolescents at risk for physical inactivity. Provide free/reduced cost recreation guide and information on summer lunch programs

# WOMEN, INFANTS AND CHILDREN (WIC) BUREAU

WIC is a supplemental food and nutrition education program for Women, Infants and Children implemented through the Davis County Health Department.

## WHO QUALIFIES FOR WIC?

- Women who are pregnant, breastfeeding or just had a baby
- Infants or children under five years of age
- Those who meet income guidelines or are receiving Medicaid or Food Stamps
- Foster children under the age of five
- Single fathers, grandparents and other legal guardians of children under five may receive benefits for the child

### 2019-2020 Income Guidelines

Household Size	Annual	Monthly
1	\$23,107	\$1,926
2	\$31,284	\$2,607
3	\$39,461	\$3,289
4	\$47,638	\$3,970
5	\$55,815	\$4,652
6	\$63,992	\$5,333

## SERVICES OFFERED

WIC provides nutritious foods, nutrition education, breastfeeding support, and referrals to health care and social services for low-income families.

A variety of research shows that WIC participation is associated with healthier births, reduced infant mortality, better infant-feeding practices, more nutritious diets, better access to primary and preventive health care, and improved cognitive development and academic achievement.

In 2019, Utah WIC program switched from offering generic brand to offering name brand foods. Popular WIC foods include yogurt, string cheese, peanut butter, whole grain breads and cereals, prescription formulas, and lactose-free or soy milk.



IN 2019, THERE WERE **25** LOCAL GROCERY STORES ACCEPTING WIC VOUCHERS AND **\$2,299,121** TOTAL DOLLARS SPENT THROUGH DAVIS COUNTY WIC AT THESE STORES.





# WOMEN, INFANTS AND CHILDREN (WIC) BUREAU

## WHO WE SERVE



# 4,439

Participants are served at Davis County WIC per month

## 89%

of participants prefer  
to speak English

## 9%

prefer to  
speak Spanish

## 2%

other  
languages

In 2019, there was an average of 4,439 participants enrolled in Davis County WIC per month. Of these, 54% were children, 23% were infants and 23% were women. WIC services are offered in all languages either in person or through an interpreter. The majority of participants speak English. Clinic ethnicity is over 90% White with a very low percentage of clients identifying as migrant, homeless or refugee.

## ~ 3 out of 4

Participants are infants and  
children under five



## OUTREACH

Davis County WIC continually works with community partners, grocery stores and local businesses in effort to provide healthy food and make program improvements. Some exciting improvements in 2019 include:

- Increased income guidelines in July
- Provided name brand cereals and peanut butter
- Rolled out a new shoppers app to improve grocery store experience
- Implemented online scheduling and text messaging
- Laid the ground work for EBT card to be implemented in 2020



# 171

people used the online scheduling  
since it was implemented in October

## PARTICIPANT SATISFACTION SURVEY RESULTS

**85%** are satisfied with WIC services

**98%** feel that staff treated them with respect

**86%** understand how to use vouchers to get nutritious food

*Results of these surveys give a good view of client satisfaction and show areas to work for improvement.*

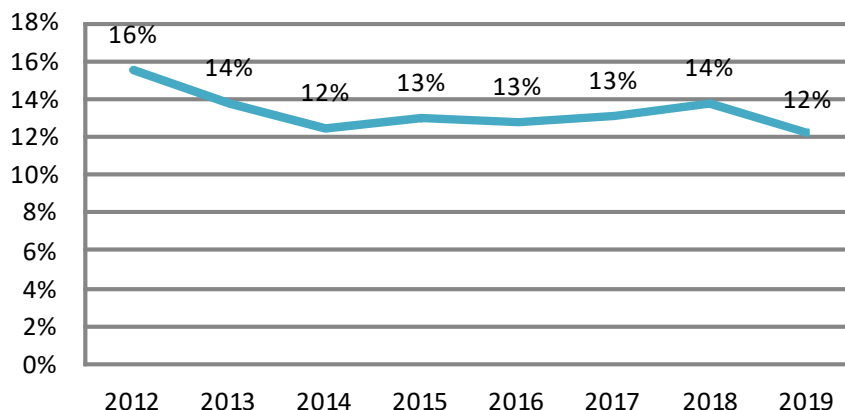
# WOMEN, INFANTS AND CHILDREN (WIC) BUREAU

## 2019 DATA AND GOALS

Each year risk factor data is reviewed and goals are set. In 2019, priorities included overweight/obesity, breastfeeding duration and substance use resources. Similar priorities have been addressed in previous years. Activities are implemented and progress is tracked and evaluated each year.



### Children Overweight/Obese



Since 2012 the percentage of obese or overweight children decreased by 4%



# 85%

WIC moms start out breastfeeding

### BREASTFEEDING

# 38%

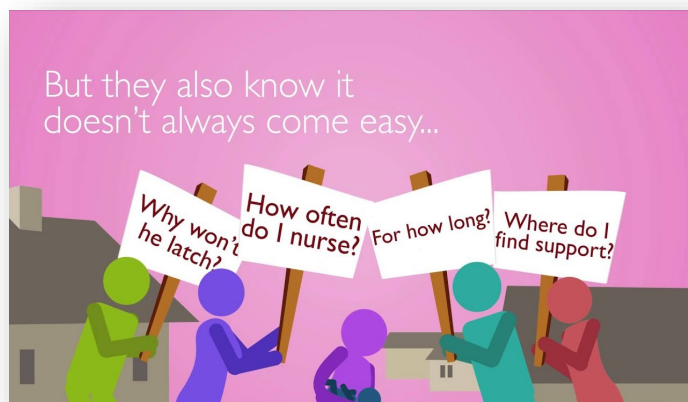
WIC moms breastfeed for 6 months

# 22%

WIC moms breastfeed for 1 year

## WIC PEER COUNSELING PROGRAM

Breastfeeding peer counselors add a critical dimension in helping women initiate and continue breastfeeding. Evidence shows that a peer counseling program, like Davis County WIC's, conducted according to the FNS Loving Support Model creates results. Peer counselors strive to contact every pregnant and breastfeeding woman to teach, support and encourage. This year peer counselors made over 2,900 calls, texts and emails to support these moms.



Beginning in August of 2019, a new partnership with the Utah Diaper Bank made it possible to provide diapers to many Davis County WIC families. Families that met specific criteria received diapers donated, packed and delivered to the clinics by the Utah Diaper Bank. Over 18,259 diapers were distributed in Davis County WIC.

# WOMEN, INFANTS AND CHILDREN (WIC) BUREAU

## DAVIS COUNTY BREASTFEEDING COALITION

Davis County WIC continues to be the proud lead agency of the Davis County Breastfeeding Coalition. The coalition brings a variety of organizations and individuals together to align priorities and support breastfeeding. The two focus activities for 2019 were:

- 1) Recognize and honor breastfeeding friendly businesses, employers, daycares and medical providers. Thirteen awards were presented.
- 2) Host the second annual breastfeeding conference around World Breastfeeding Month. The event brought individuals and community resources together to build a better support network.



## 2019 BUREAU IMPACTS

- On average, 4,439 participants were served at Davis County WIC each month.
- There were 25 local grocery stores that accepted WIC vouchers and a total of \$2,299,121 was spent through Davis County WIC at these stores.
- WIC implemented a new shopper's app, online scheduling and text messaging in order to better meet participants' needs.
- Breastfeeding Peer Counselors called over 2,900 pregnant or breastfeeding moms.
- At the Davis County Breastfeeding Coalition's conference event, over 110 people and families attended. Fourteen different classes were presented and 28 agencies partnered to host the event.
- Between August and December 2019, over 18,259 diapers were distributed in WIC through a partnership with the Utah Diaper Bank.



## 2020 WIC BUREAU GOALS

- Reduce the percent of women and children in the Davis County WIC program who are overweight or at risk of becoming overweight
- Reduce the prevalence of low hematocrit/hemoglobin among women and children who participate in the Davis County WIC Program
- Work with staff and community members to promote breastfeeding in effort to maintain or increase the number of babies who breastfeed for six months and babies who breastfeed for a year
- Increase staff familiarity and confidence in providing drug and other harmful substance abuse information by identifying and reviewing information and resources in staff in-service meetings



## MEET THE STAFF



**Top Row:** Bianca Black, Sarah Gillins, Martha Pastrana, Rosa Delgado, Michelle Bell, Mindy Box, Barbara Goode, Jennifer Thorton, Lillian Andino, Debbie Steed.

**Bottom Row:** Silvia Bustamante, Noreen Magbitang, Megan Burgoyne, Teresa Smith



**Top Row:** Caitlin Pratt, Jessica Cardall, Tina L'Estrange, Tiffany Terry, Linda Green, Wendy Baker, Melissa Pace

**Bottom Row:** Lorna Alberts, Neriza Oka, Sarah Willardson



Jan Roane, Sheri Anderson, Jessica Alsop, Sara Hall, Robin Bloomquist, Susan Stonehocker



**Top Row:** Ivette Coulter, Jamie Bone, Yolanda Cabrera, Marlene Gurcan

**Bottom Row:** Erin Jewkes, Michelle Kendall

